

PROMISE TO
PROTECT



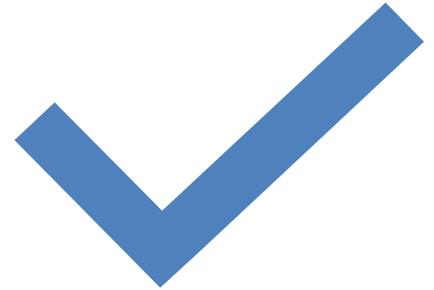
PLEDGE TO
HEAL

Crisis Communication & Management

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Best Practices



- Policy Development
- Pre-Event Planning
- Partnerships with the public
- Listen to the Public's Concern and Understand the Audience
- Honesty, Candor & Openness
- Collaborate & Coordinate with Credible Sources
- Meet the need of the Media and Remain Available
- Communicate with Compassion, Concern & Empathy
- Accept Uncertainty & Ambiguity

Anticipate Crises

1

Be Proactive

2

Prepare in advance

3

Consult with your
Communications
Team

4

Prepare possible
responses

Identify your Crisis Communication Team

Identify small team, top level of
organization

Have a Communication director in
some capacity

Identify and Train Your Spokesperson

All organizational spokespersons during a crisis situation must have:

A back up spokesperson is suggested

The right skills

The right position

The right training

Spokesperson Training

Spokesperson training teaches you to be prepared, to be ready to respond in a way that optimizes the response of all stakeholders, especially if you are not dealing with crisis all the time.

Establish Notification & Monitoring

It is absolutely essential, pre-crisis, to establish notification systems that will allow you to rapidly reach your stakeholders using multiple modalities.

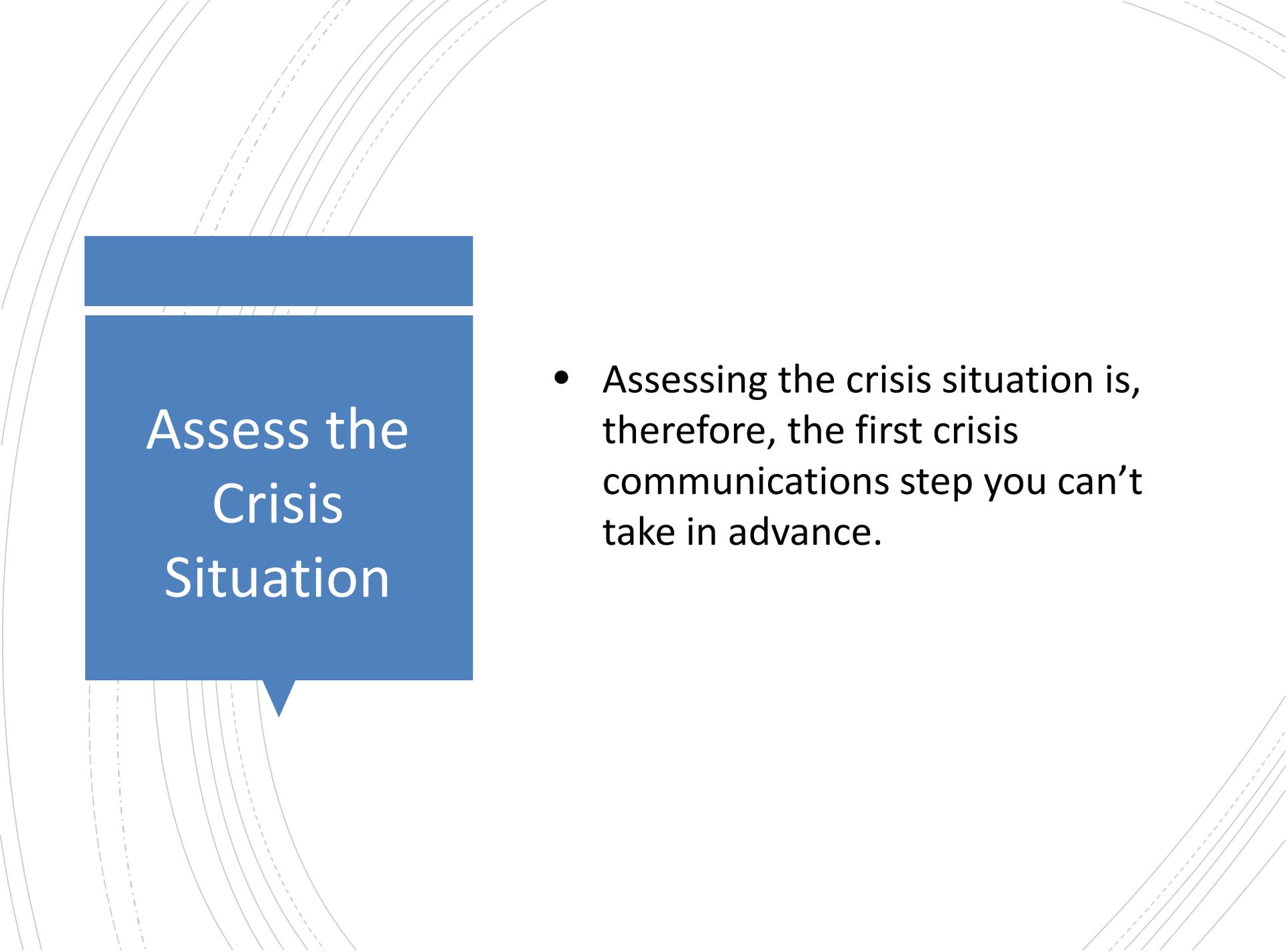
Identify & Know your stakeholders

- Who are the internal and external stakeholders that matter to your organization?



Develop Holding Statements

- While full message development must await the outbreak of an actual crisis, “holding statements,” messages designed for use immediately after a crisis breaks, can be developed in advance to be used for a wide variety of scenarios to which the organization is perceived to be vulnerable

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Assess the Crisis Situation

- Assessing the crisis situation is, therefore, the first crisis communications step you can't take in advance.

Finalize and adapt a key messages

- With holding statements available as a starting point, the Crisis Communications Team must continue developing the crisis-specific messages required for any given situation.

Post Crisis Analysis

- A formal analysis of what was done right, what was done wrong, what could be done better next time and how to improve various elements of crisis preparedness is another must-do activity for any Crisis Communications Team.

